

Nuevas Adquisiciones

Embajada de los Estados Unidos

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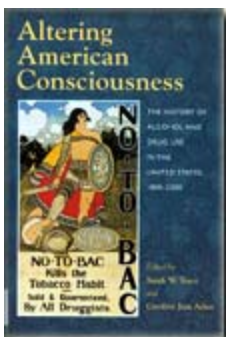
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ADICCIONES

Altering American consciousness: the history of alcohol and drug use in the United States, 1800- 2000



By Sarah W. Tracy
and Caroline Jean
Acker
Amherst, MA:
University of
Massachusetts Press,
2004.

362.29
ALT

This book is a salutary complement to the flood of alarmist diatribes about the need for a revitalized "war on drugs" to save the nation from decay and to the well-meaning but tired pleas for greater personal freedom and expression. What the reader will find are interesting snapshots of an erratic historical trajectory that shows how the social context matters more than biochemistry or pharmacology when it comes to shaping how people feel, not only about drugs and those who use them, but even about what it is that we call "drugs"

and why. It is evident that alcohol and drugs have a long and colorful history in the United States, as well as around the world, with patterns of use, attitudes, and even scientific interpretations and pronouncements that have varied widely over time. In this book, 14 authors demonstrate novel approaches, fresh interpretations, and realistic implications, with chapter subjects as diverse as professionalism among physicians, language and "problem-definition," the status of Native Americans, sex differences, religion, LSD, and successive fads in the cessation of smoking.

ARTE Y HUMANIDADES

Giving preservation a history: histories of historic preservation in the United States

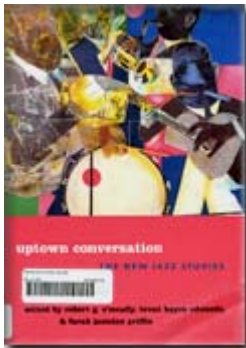


By Max Page and
Randall Mason
New York, NY:
Routledge, 2004.

363.6
PAG

Historic preservation has been one of the broadest and longest lasting land use form

efforts in the country. It is therefore ironic that we have so little understanding of its history. Scholars have written prolifically on the history of museums, national monuments, and historical artifacts but very little on effort to preserve historic buildings and places. Advocacy and scholarship have both suffered from this lack of perspective. the potential historic preservation as a social movement is immense; it has the capacity to help forestall the destructive and unregular development that threatens to destroy the places Americans love.



Uptown conversation: the new jazz studies

By Robert G. O'Meally, Brent Hayes Edwards, and Farah Jasmine Griffin

New York, NY: Columbia University Press, 2004.

781.65
UPT

Jackson Pollock dancing to the music as he painted; Romare Bearden's stage and costume designs for Alvin Ailey and Dianne McIntyre; Stanley Crouch stirring his high-powered essays in a room where a drumkit stands at the center: from the perspective of the new jazz studies, jazz is not only a music to define-it is a culture. Considering musicians and filmmakers, painters and poets, the intellectual improvisations in this book reevaluate, reimagine, and riff on the music that has for more than a century initiated a call and response across art forms, geographies, and culture.

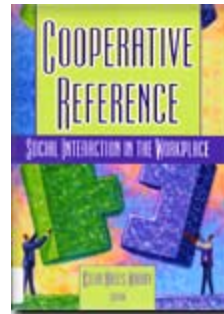
BIBLIOTECOLOGIA Y CIENCIAS DE LA INFORMACION

Cooperative reference: social interaction in the workplace

By Celia Hales Mabry

Binghamton, NY:
Haworth Information Press, 2003.

025.52
COO



This book addresses the need for reference librarians to work together to keep the system running smoothly. It explores the various means of developing social professionalism, collaborating on projects, and combining forces with other libraries to remain on the cutting edge of information services in this new century.

Fundamentals of library supervision

By Joan Giesecke and Beth McNeil
Chicago, IL :
American Library Association, 2005.

023.9
GIE

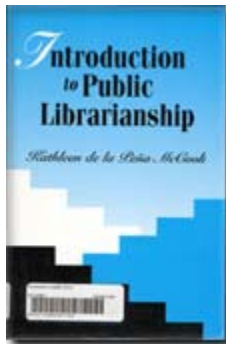


Management and supervision in libraries are more complex than ever. Not only is the workplace different but the workforce is often made up of four very different generations with very different educational backgrounds and work experiences. Moreover, often library supervisors have very little formal management training. Giesecke and McNeil, two experienced library managers, present a basic commonsense approach to solving management and supervisory challenges. They utilize real-world techniques and practices to help readers learn basic supervisory and management procedures

and offer strategies and tips to handle difficult situations like firing employees and addressing poor performance. Chapters cover communication, how to create a positive working environment, managing teams, recognizing fundamental legal issues, and managing meetings.

Introduction to public librarianship

By Kathleen de la Peña McCook



New York, NY : Neal-Schuman Publishers, 2004.

027.4
MCC

Here is an overview of public library history, governance, funding, staffing, services,

architecture, technology, and marketing to be published in over a decade. Students of library and information studies, as well as all working public librarians, will find this an essential source for learning about the successful management and functioning of public libraries throughout the U.S. today. Kathleen McCook, one of the country's leading library educators, compares our library system to those of other nations, details the history of public libraries and information movements, and explains both differing state funding models and state library standards. Dr. McCook discusses the practical functioning of various library programs - information and referral services, discussion groups, genealogy services, and children's, youth, and seniors' programming. Issues of library administration and operation, especially in light of new technology, are explored. State and federal laws, political and educational outreach, and relations with associations and foundations are all discussed in detail.

Project management: tools and techniques for today's ILS professional

By Barbara Allan
London: Facet, 2004.

025.1
ALL



Project work is widespread in all types of library and information units, and typical projects can involve developing a new information service. Projects may be relatively small and simple, with one or two members of staff working in the same office, or large and complex, involving people working in multi-professional teams. The purpose of this book is to act as a guide to project management within all types of library and information services. It explores tried and tested methods and techniques for managing projects, including paper-based approaches, and also the use of project management software.

BIOGRAFIA

A very dangerous woman: Martha Wright and women's rights

By Sherry H. Penney and James D. Livingston



Amherst ; Boston : University of Massachusetts Press, 2004.

305.42
PEN

A very dangerous woman" is what Martha Coffin Wright's conservative

neighbors considered her, because of her work in the women's rights and abolition movements. In 1848, Wright and her older sister Lucretia Mott were among the five brave women who organized the historic Seneca Falls Women's Rights Convention.

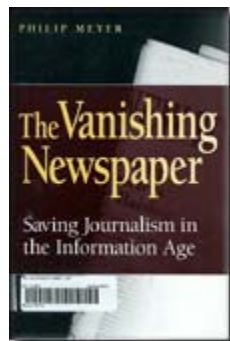
Wright remained a prominent figure in the women's movement until her death in 1875 at age sixty-eight, when she was president of the National Woman Suffrage Association. At age twenty-six, she attended the 1833 founding of the American Anti-slavery Society and later presided over numerous antislavery meetings, including two in 1861 that were disrupted by angry anti-abolitionist mobs. Active in the Underground Railroad, she sheltered fugitive slaves and was a close friend and supporter of Harriet Tubman. In telling Wright's story, the authors make good use of her lively letters to her family, friends, and colleagues, including Susan B. Anthony and Elizabeth Cady Stanton.

CIENCIAS DE LA COMUNICACION

The vanishing newspaper: saving journalism in the information age

By Philip Meyer
Columbia, MO:
University of
Missouri Press,
2004.

071.3
MEY

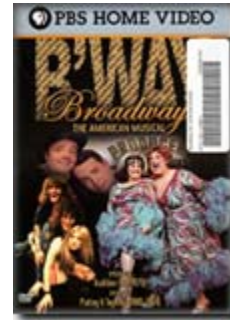


For more than thirty years the newspaper industry has been losing readers at a slow but steady rate. News professionals are inclined to blame themselves, but the real culprit is technology and its competing demands on the public's time. The Internet is just the latest in a long series of new information technologies that have scattered the mass audience that newspapers once held. By isolating and describing the factors that made journalism work as a business in the past, Meyer provides a model that will make it work with the changing technologies of the present and future. He backs his argument with empirical evidence, supporting key points with statistical assessments of the quality

and influence of the journalist's product, as well as its effects on business success.

DOCUMENTAL

Broadway [videorecording]: the American musical



By Michael Kantor
Alexandria, VA : PBS
Home Video, 2004.
DVD

782.14
BRO

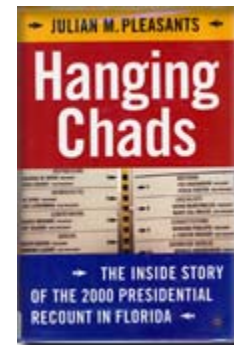
This documentary series tells the story of the musical and theatre history on Broadway in New York City.

ELECCIONES

Hanging chads: the inside story of the 2000 presidential recount in Florida

By Julian M. Pleasants
New York, NY :
Palgrave Macmillan,
2004.

324.973
PLE

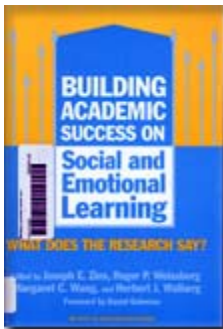


What's the real story behind the 2000 presidential election fiasco? Until now, there have only been biased accounts from both sides. This book presents candid and insightful interviews with eleven of the key figures in the post-election recount in Florida, which decided whether Al Gore or George W. Bush would win the closest presidential contest ever. It features an introduction that early explains the often complex and convoluted legal maneuvering that occurred during those tense thirty-six days of the recount, a timeline laying out the sequences of events, a cast of characters that identifies the key figures on both sides,

and a glossary of the court cases and legal terminology that came into play.

EDUCACION – ENSEÑANZA

Building academic success on social and emotional learning : what does the research say?

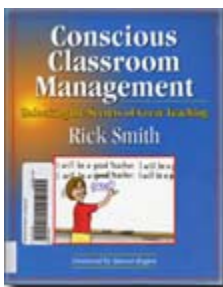


By Joseph E. Zins
New York, NY :
Teachers College
Press, 2004.

370.153
BUI

In this book, recognized leaders in education and psychology examine the relationship between social emotional education and school success-specifically focusing on interventions that enhance student learning.

Conscious classroom management : unlocking the secrets of great teaching



By Rick Smith,
illustrations by Tom
Hermansen

San Rafael, CA:
Conscious Teaching
Publications, 2004.

371.782
SMI

Conscious Classroom Management is a delightfully rich text that incorporates meaningful stories, insights, humor, and invaluable strategies for what really works in the classroom. And while classroom management is the primary factor behind how successful teachers can achieve sustained student learning, this wonderful text also addresses the human elements of teaching, focusing on three primary

subjects: the students, the teacher, and the relationship between the two.

Designing digital literacy programs with IM-PACT: information motivation, purpose, audience, content, and technique

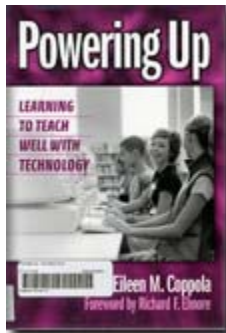


By Ruth V. Small
New York, NY : Neal-Schuman Publishers,
2005.

028.7
SMA

Information. Motivation. Purpose. Audience. Content. Technique. These are the key components to the IM-PACT model of teaching information literacy skills. Today's librarians and educators must teach students how to understand, evaluate and integrate information in multiple, computer-delivered formats in order for them to succeed in the 21st century. Ruth Small, a leader in information literacy instruction and motivation, shows you how to develop a teaching style that keeps students motivated, excited, and ready to embrace the new world of information. Learn the importance of needs assessments, collaborative planning, developing goals and objectives, audience analysis, cognitive styles, learning styles, attitudes, motivational styles, information literacy models, presentation methods, learning materials, teaching techniques, and more. The author's tips and lessons are supported by case studies, visual models, and thought questions. The practical format of this text lets librarians and other instructors fill in tables and charts, complete surveys to assess their understanding and improvement, and complete exercises and activities. Here are all the necessary tools and tips you need to master the IM-PACT method and implement it effectively in school libraries and media centers.

Powering up: learning to teach well with technology



By Eileen M. Coppola

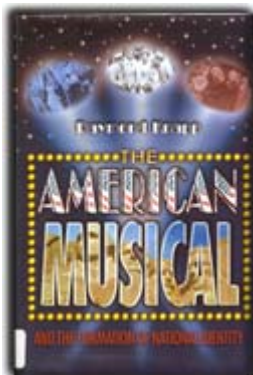
New York, NY:
Teachers College
Press, 2004.

371.33
COP

Despite many powerful visions of how technology can improve teaching and learning, the use of computers in schools continues to be limited. This in-depth study of a computer-using school analyzes the relationships among teachers' knowledge, their ongoing learning, school organizational culture, and policy to understand how the school developed high-quality use of computers. The author traces the experiences of five teachers in a large public high school who have all used technology to augment core elements of their teaching, with particular attention to the use of computers for constructivist teaching.

ESTUDIOS NORTEAMERICANOS

The American musical and the formation of national identity



By Raymond Knapp

Princeton, NJ:
Princeton University
Press, 2005.

782.14
KNA

The American musical has achieved and maintained relevance to more people in America than any other performance-based art. This thoughtful history of the genre, intended for readers of all stripes, offers probing discussions of how American musicals,

especially through their musical numbers, advance themes related to American national identity. Written by a musicologist and supported by a wealth of illustrative audio examples (on the book's website), the book examines key historical antecedents to the musical, including the Gilbert and Sullivan operetta, nineteenth and early twentieth-century American burlesque and vaudeville, Tin Pan Alley, and other song types. It then proceeds thematically, focusing primarily on fifteen mainstream shows from the twentieth century, with discussions of such notable productions as *Show Boat* (1927), *Porgy and Bess* (1935), *Oklahoma!* (1943), *West Side Story* (1957), *Hair* (1967), *Pacific Overtures* (1976), and *Assassins* (1991).

Pursuing the American dream: opportunity and exclusion over four centuries

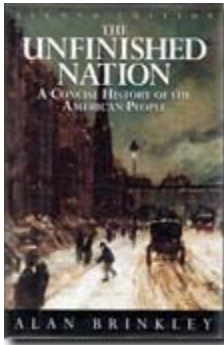


By Cal Jillson
Lawrence, KS:
University Press of
Kansas, 2004.

973.01
JIL

Life, liberty, and the pursuit of happiness: these words have long represented the promise of America, and, even before they were penned, this country was seen as the land of opportunity. Touted by poets, pundits, and politicians, the American Dream is the spark that animates American life, the promise held out to youngsters and immigrants that hard work will result in security and prosperity. The reality of that Dream, however, has long depended on the circumstances of the dreamer, since over the years many have been effectively barred from pursuing it. In this book Cal Jillson examines America's complex and evolving social landscape to show the contexts that have shaped the Dream and the patterns of exclusion that have left some dreaming in vain.

The unfinished nation: a concise history of the American people



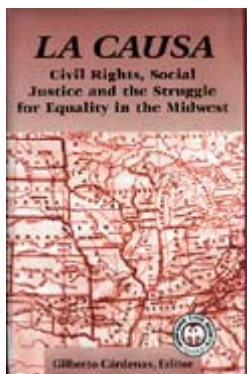
By Alan Brinkley
New York, NY: A.A. Knopf, 1997.

973
BRI

Beginning with the "discovery" by Europeans of a "New World" that was already the home of

millions of people and highly developed civilizations, this book tells of the growth of new societies in America and of the survival and transformation of old ones. It traces the development of political ideas and institutions in the colonies and, later, in the independent nation. It examines the evolution of a society divided into distinct regional cultures, each with a highly developed system of class relations, gender roles, and racism norms. It explores the great crisis of American nationalism in the mid-nineteenth century and the emergence of a more consolidated nation out of the Civil War and Reconstruction.

HISPANOAMERICANOS



La causa: civil rights, social justice, and the struggle for equality in the Midwest

By Gilberto Cárdenas, editor ; foreword by Henry A.J. Ramos

Houston, TX : Arte Público Press, 2004.

323.868
CAU

In this book, history and social science scholars document and evaluate Latino efforts and progress toward social justice in the region. They examine such diverse

topics as regional advocacy efforts, civil rights and civic organizational development, Latina leadership issues, ethnic diversity and political identity, the organizing impacts of legislation on Homeland Security, and political empowerment.

IDIOMA INGLES

101 bright ideas: ESL activities for all ages

By Claire Maria Ford
United States :
Addison-Wesley Pub. Co, 1997.

428.340
FOR

This is a collection of activities and games for ESL students. It covers a wide range of topics, including family, school, daily activities, and many more.



Curriculum development in language teaching

By Jack C. Richards
New York, NY :
Cambridge University Press, 2001.

418.007
RIC

This text provides a systematic introduction to the issues involved in developing, managing, and evaluating effective language programs. Key stages in the curriculum development process are examined, including situation analysis, needs analysis, goal-setting, syllabus design, materials development and adaptation, teaching and teacher-support, and evaluation.



Lessons from nothing : activities for language teaching with limited time and resources

By Bruce Marsland
New York, NY :
Cambridge University
Press, 1998.



420.7
MAR

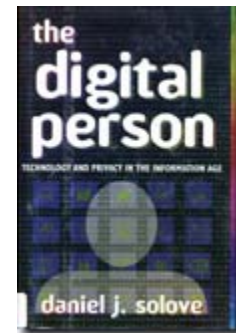
A practical sourcebook of around 70 language-teaching activities which do not require extensive facilities or preparation. Devised primarily for teachers working in limited-resource environments.

book shows how language learning is created and controlled by the learner with input from many sources including the teacher, authentic materials, and multimedia.

LEYES Y LEGISLACION

The digital person: technology and privacy in the information age

By Daniel J. Solove
New York, NY: New
York University
Press, 2004.



343.73
SOL

Seven days a week, twenty-four hours a day, electronic databases are compiling information about you. As you surf the Internet, an unprecedented amount of your personal information is being recorded and preserved forever in the digital minds of computers. For each individual, these databases create a profile of activities, interests, and preferences used to investigate backgrounds, check credit, market products, and make a wide variety of decisions affecting our lives. The creation and use of these databases--which Daniel J. Solove calls "digital dossiers"--has thus far gone largely unchecked. In this startling account of new technologies for gathering and using personal data, Solove explains why digital dossiers pose a grave threat to our privacy. Digital dossiers impact many aspects of our lives. For example, they increase our vulnerability to identity theft, a serious crime that has been escalating at an alarming rate. Moreover, since September 11th, the government has been tapping into vast stores of information collected by businesses and using it to profile people for criminal or terrorist activity. This book not only explores these problems, but provides a compelling account of how we can respond to them. Using a wide variety of sources, including history, philosophy, and literature, Solove sets forth a new



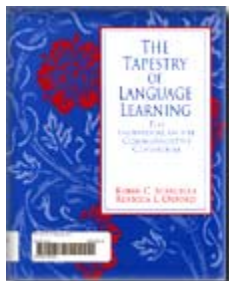
Teaching large multilevel classes

By Natalie Hess
Cambridge ; New York : Cambridge University Press, 2001.

428.007
HES

This book provides practical advice for teachers who work with large mixed-ability classes. Easy to follow and rich in techniques that will energise a classroom, it develops student motivation, interest, participation and student responsibility through a range of activities.

The tapestry of language learning: the individual in the communicative classroom



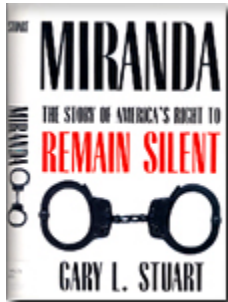
By Robin C. Scarcella,
Rebecca L. Oxford
Boston, MA : Heinle &
Heinle Publishers, 1992.

418.007
SCA

By using the metaphor of a woven tapestry, this

understanding of what privacy is, one that is appropriate for the new challenges of the Information Age. Solove recommends how the law can be reformed to simultaneously protect our privacy and allow us to enjoy the benefits of our increasingly digital world.

Miranda: the story of America's right to remain silent



By Gary L. Stuart

Tucson, AZ: University of Arizona Press, 2004.

345.73
STU

Here is the inside story of one of the most significant Supreme Court cases in U.S. history--and the legal history of the accused's right to counsel and silence. Stuart personally knows many of the figures involved in the Miranda case and here unravels its complex history, revealing how the defense attorneys created the argument brought before the Court and analyzing the competing societal interests involved. He considers the case's aftermath, updates the story to the Supreme Court's 2000 Dickerson decision upholding Miranda, and considers its implications for cases involving the rights of suspected terrorists.

Oral arguments and decision making on the United States Supreme Court

By Timothy R. Johnson
Albany, NY : State University of New York Press, 2004.

347.73
JOH

Timothy R. Johnson focuses on an all-too-often ignored aspect of the Supreme Court's decision-making process by providing a systematic explanation of how justices use oral



arguments to make substantive legal and policy decisions. Using the arguments filed to the Court in legal briefs, oral argument transcripts, notes taken by Justice Lewis F. Powell during oral arguments, conference notes and internal memos of justices, and Court opinions, the book analyzes justices' behavior during these proceedings. The result is an impressive account demonstrating that justices use oral arguments to gather information regarding legal and policy options in a case, the preferences of competing political institutions and actors, and institutional rules that might affect the choices they make.

LITERATURA

Race mixture in nineteenth-century U.S. and Spanish American fictions: gender, culture, and nation building

By Debra J. Rosenthal

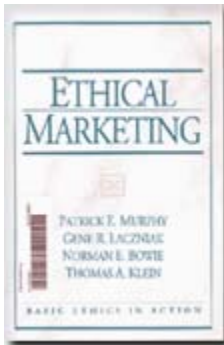
Chapel Hill, NC : University of North Carolina Press, 2004.

813.09
ROS

Race mixtures has played a formative role in the history of the Americas, from the western expansion of the United States to the political consolidation of emerging nations in Latin America. Debra J. Rosenthal examines nineteenth-century authors in the United States and Spanish America who struggled to give voice to these contemporary dilemmas about interracial sexual and cultural mixing. She argues that many literary representations of intimacy or sex took on political dimensions, whether advocating assimilation or miscegenation or defending the status quo.



NEGOCIOS Y ADMINISTRACION



Ethical marketing

By Patrick E. Murphy
Upper Saddle River,
NJ : Pearson Prentice
Hall, 2005.

174.96
ETH

This book examines a range of issues that marketing managers face. It begins with a discussion of relevant ethical concepts and theories. Chapters are devoted to ethics in marketing research and target marketing, product issues, channels and pricing questions, advertising and marketing on the Internet, and selling. It concludes with a chapter on implementing ethical marketing through corporate policies and culture.

Implementing e-commerce strategies : a guide to corporate success after the Dot.com bust



By Mark J. Epstein
Westport, CT :
Praeger, 2004.

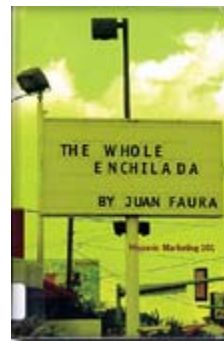
658.8
EPS

After a decade of treating the topic of e-commerce with awe and confusion, we can now step back and analyze the subject more objectively. From launching an electronic storefront to managing complex supply chain operations, most companies have ventured into e-commerce; but even the best-run bricks-and-mortar enterprises have run into snags in the virtual world. Even mighty Wal-Mart, for example, took its website through several redesigns and sales strategies, and Borders eventually outsourced its Internet sales activities to rival, Amazon. Today, however, the key

question is not whether your firm should invest in e-commerce, but how you can do so most profitably. In *Implementing E-Commerce Strategies*, Marc Epstein goes beyond the hype to focus on the practical angles of designing, executing, and successfully managing an e-commerce strategy that works for your company. Showcasing the experiences (both positive and negative) of 32 firms in a variety of industries, he demonstrates what works and what does not, and shows you how to integrate e-commerce into your company's strategy, build support systems throughout the organization, and measure the return on investment of your e-commerce initiatives.

The whole enchilada: Hispanic marketing 101

By Juan Faura



Ithaca, NY :
Paramount Marketing
Pub, 2004.

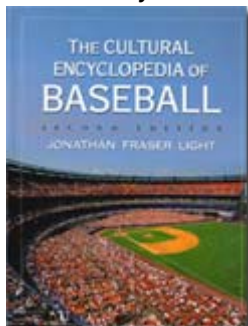
658.8
FAU

Hispanics are warm people. Most prefer a hug to a handshake, but they also want that "hug" to be respectful and honest, not just a ploy to gain their business. Using his many years in research and advertising, as well as his experiences being raised in a Hispanic family, Juan Faura talks straight about your Hispanic customers, from a Hispanic point of view. *The Whole Enchilada* is a practical guide to selling to Hispanics in the U.S. Take a look at the top 30 Latino markets and find out which advertising vehicles, organizations, and resources are available in each one to assist you in developing and executing a marketing strategy.

OBRAS DE CONSULTA

The cultural encyclopedia of baseball

By Jonathan Fraser Light

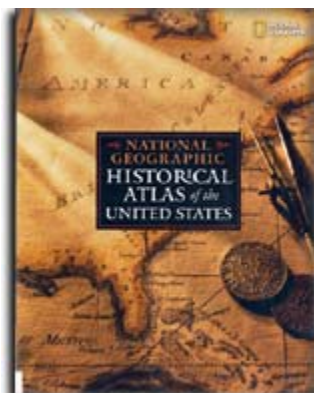


Jefferson, NC :
McFarland & Co,
2005.

REF
796.357
LIG

Baseball has its own special niche in America's culture and psyche. Some researchers spend years on statistical analyses while others wax poetic about players and plays. Many trace the beginning of the civil rights movement in part to the Major Leagues' integration. Words and phrases of the game (for example, pinch-hitter and out in left field) are common in everyday language. This encyclopedia covers all of what might be called the cultural aspects of baseball. Advertising, agents, drafts, food, illegal substances, minor leagues, oldest players, perfect games, retired uniform numbers, superstition and tripleheaders are among the thousands of entries. Biographical sketches of all Hall of Fame players, owners, executives and umpires, and many of sportswriters and broadcasters join entries for team histories, ballparks, owners, commissioners and league presidents.

National Geographic historical atlas of the United States



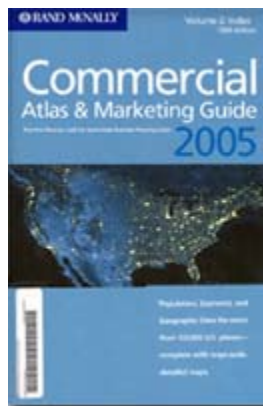
By Ron Fisher
Washington, DC : National
Geographic, 2004.
REF

911.73
FIS

Combining the unparalleled cartography and the extraordinary graphic archive of the National Geographic Society, this

volume charts an engrossing web of connections, vividly displayed in a series of concise, self-contained essays and scores of maps that are the heart of a stunning visual chronicle that unfolds American history in a new and fascinating way.

Rand McNally commercial atlas & marketing guide, 2005



S.I : Rand McNally &
Co, 2005.

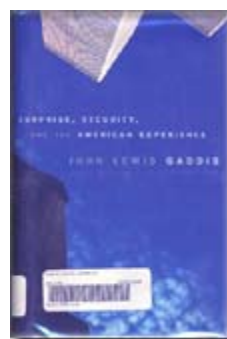
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912

RAN
"Population,
economic, and
geographic data for
more than 123,000
U.S. places -
complete with large-
scale, detailed

maps."

POLITICA EXTERIOR

Surprise, security, and the American experience



By John Lewis Gaddis
Cambridge, MA :
Harvard University
Press, 2004.

355
GAD

The post-September 11 strategy of the Bush administration is often described as a radical departure from U.S. policy. Gaddis, one of America's leading scholars of foreign policy and international relations, provocatively demonstrates that, to the contrary, the principles of preemption, unilateralism and hegemony go back to the earliest days of the republic. Gaddis resurrects the 18th-century idea of an

"empire of liberty": whether as a universal principle or in an American context, liberty could flourish only in an empire that provided safety. The British burning of Washington in 1814 highlighted American vulnerability to certain forms of surprise attack. In consequence, Gaddis recounts, John Quincy Adams developed a strategy of seeking control over the North American continent with minimal coercion, but through preemptive action where necessary. The attack on Pearl Harbor extended the concept to global dimensions, eventually expanding the U.S. sphere of influence exponentially. The events of September 11 extended the concept of preemptive action even at the expense of sovereignty when terrorism is involved. Gaddis describes this latest expansion of American power in response to surprise attack as a volatile mixture of prudence and arrogance. But instead of the usual caveats, he recommends the U.S. continue on an interventionist course, and he has no qualms about calling America the best hope of liberty in the eyes of most of the earth's inhabitants. The ability to question all values that is liberty's essence depends, he finds, on defending certain values-unilaterally and preemptively when necessary, but not randomly. This compact, provocative history of an idea-in-action has the potential to alter the U.S.'s collective self-image.

POLITICAS PUBLICAS

Miracle cure: how to solve America's health care crisis and why Canada isn't the answer



By Sally C. Pipes

San Francisco, CA ;
Vancouver : Pacific
Research Institute :
Fraser Institute, 2004.

362.1
PIP

America has wealth, innovation, and access to the best of everything. So why is our health-care system so broken? Why does it cost more

than ever and deliver less? How do we solve the problems of the uninsured and seniors who lack drug coverage? And equally important, why is the Canadian system, widely touted as a sparkling example of compassion and universal access, actually a disastrous model to be avoided? This book cuts through the fear and confusion surrounding health-care policy. It explains in clear and simple terms why the system is broken and how to fix it.

URBANISMO

Concrete and clay : reworking nature in New York City

By Matthew Gandy
Cambridge, MA : MIT
Press, 2002.

304.2
GAN

In this innovative account of the urbanization of nature in New York City, Matthew Gandy explores how the raw materials of nature have been reworked to produce a "metropolitan nature" distinct from the forms of nature experienced by early settlers. The book traces five broad developments: the creation of a modern water supply system, the expansion and redefinition of public space in Central Park, the construction of landscaped highways, the radical environmental politics of the Puerto Rican barrio in the late 1960s and early 1970s, and the contemporary politics of the environmental justice movement.

